

REP HEADLINE# 6301258 FAX# 703-516-9680
*** UNAPPROVED REV #1 ***
CREDIT ADVISORY: AGENCY CREDIT RISK ! ! !
ORDER WORKSHEET HARRIS REPORT FROM REP AUG31/12 14.16
** * CHANGES ** * * * WFSB-TV ***

ADV # _____ ADV. NAME POLI/L MCMAHON/R/SEN/CT REP. # _____ OFF. # _____ SALESMAN # _____
AGY # _____ AGY. NAME MENTZER MEDIA SERVICES, INC. BUYER NAME ANNE BRAUNSCHIEDEL
600 FAIRMOUNT AVENUE, SUITE 306 SALES PRSN WA- HEATHER UTLEY (H)
TOWSON, MD 21286

ORDER # _____ CONTRACT # 6301258 CLASS: NATL. LOCAL REGIONAL
PRDCT L MCMAHON 4 SENATE EST# 1294 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES SEP4/12 SEP10/12 WK-1
CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG31/12 14.16

REP:
REVISED ORDER
ZEROED LNS 6, 8, 26
ADDED LNS 43 & 44
TTL SAME
PLS CPM
THANKS, MIKE FOR HEATHER

CON CM *** THIS IS A CASH IN ADVANCE SCHEDULE ***
ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021
AN ELECTRONIC INV. WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILABLE
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009
IDB # 1021, TV INVOICES # 9912736 LINDA MCMAHON 4 SENATE

:LINE#:REP :CD: TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS: WEEK : DAYS :TOTAL:
:LINE#: : : : : : DATE : DATE : /WK: INVT : :SPTS:
AGENCY ADVERTISER CODE = AGENCY EST# = 1294
AGENCY PRODUCT CODE =
6 S 500P-530P 30 \$500.00 9/7 0 FRI
PROGRAM : 5P NEWS
PA35+ : 6.0
CON COM1: 5P NEWS
0

REP HEADLINE# 6301258
*** UNAPPROVED REV #1 ***

REP : TEL# 703-516-9399
CREDIT ADVISORY: AGENCY CREDIT RISK ! !
ORDER WORKSHEET HARRIS REPORT FROM REP
** CHANGES ** AUG31/12 14:16
*** WFSB-TV ***

:LINE#:	:REP:	:CD:	:TIME	:PERIOD	:LGTH:	:SEC:	:RATE	:START	:END	:SPSTS:	:WEEK:	:DAYS	:TOTAL:	:SPTS:
8	S	530P-600P			30		\$500.00	9/7	9/7	0		FRI	0	
	PROGRAM :	EVE NEWS												
	RA35+ :	6.0												
	CON COM1:	EVE NEWS												
26	S	900P-1000P			30		\$700.00	9/8	9/8	0		SAT	0	
	PROGRAM :	48 HOURS MYSTERY												
	RA35+ :	3.0												
	CON COM1:	48 HOURS MYSTERY												
43	A	1200N-600P			30		\$500.00	9/8	9/8	2		SAT	2	
	PROGRAM :	US OPEN												
	CON COM1:	US OPEN												
44	A	800P-1000P			30		\$700.00	9/8	9/8	2		SAT	2	
	PROGRAM :	US OPEN												
	CON COM1:	US OPEN												
SEP/12		104975.00												
	CONTRACT	TOTAL												
		SPOTS												
		70												

MARKET TOTALS \$275,850 WFSB 3.8% WTNH 2.0% WVT 2.5% WTIC 1.4% WCTX 2% WCCT 0% WHPX 0%

ACCURATE SHARES. GPSB LISTED AS CABL.

SVC- NSI BOOKS- AUG/12
DEMOs- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

CONTRACT

WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

Contract / Revision	Alt Order #
491772 /	06301258

<u>Product</u>		
L MCMAHDN 4 SENATE		
<u>Contract Dates</u>	<u>Estimate #</u>	
09/04/12 - 09/10/12	1294	
<u>Advertiser</u>	<u>Original Date / Revision</u>	
McMahon for Senate	08/31/12 / 08/31/12	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
WFSB	Heather Uttley	HRP-WASHING
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
1021	.	
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21204

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WFSB	09/04/12	09/06/12	Eyewitness News	6am - 6:30am		:30			NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/03/12	09/09/12	-TWT---					3	\$950.00			
2	WFSB	09/07/12	09/07/12	Eyewitness News	6am - 6:30am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/03/12	09/09/12	----1--					1	\$400.00			
3	WFSB	09/04/12	09/06/12	Eyewitness News	12pm - 12:30PM		:30			NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/03/12	09/09/12	-TWT---					3	\$650.00			
4	WFSB	09/07/12	09/07/12	Eyewitness News	12pm - 12:30PM		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/03/12	09/09/12	----1--					1	\$250.00			
5	WFSB	09/04/12	09/06/12	Eyewitness News	5pm - 5:30pm		:30			NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/03/12	09/09/12	-TWT---					3	\$1,500.00			
N 6	WFSB	09/07/12	09/07/12	Eyewitness News	5pm - 5:30pm		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/03/12	09/09/12	----1--					1	\$500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	WFSB	09/03/12-09/09/12		Eyewitness News	5pm - 5:30pm	-----F---	:30		\$500.00	NM		
				See MG 6.2,6.3								
2	WFSB	09/08/12-09/08/12		US Open Tennis	VARIOUS	-----Sa--	:30		\$500.00	NM		
(1)	MG	for 8.1,6.1										
3	WFSB	09/08/12-09/08/12		US Open Tennis	VARIOUS	-----Sa--	:30		\$500.00	NM		
(1)	MG	for 8.1,6.1										
7	WFSB	09/04/12	09/06/12	Eyewitness News	5:30pm - 6pm		:30			NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/03/12	09/09/12	-TWT---					3	\$1,500.00			
N 8	WFSB	09/07/12	09/07/12	Eyewitness News	5:30pm - 6pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/03/12	09/09/12	----1--					1	\$500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	WFSB	09/03/12-09/09/12		Eyewitness News	5:30pm - 6pm	-----F---	:30		\$500.00	NM		
				See MG 6.2,6.3								

(* Line Transactions: N = New, E = Edited, D = Deleted)

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WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

Contract / Revision	Alt Order #	
491772 /	06301258	
Contract Dates	Product	Estimate #
09/04/12 - 09/10/12	L MCMAHON 4 SENATE	1294
Advertiser		
McMahon for Senate		
Original Date / Revision		
08/31/12 / 08/31/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots		Amount
											Spots	Spots	
9	WFSB	09/04/12	09/06/12	Eyewitness News	6pm - 6:30pm		:30			NM	3	3	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	-TWT---					3	\$2,100.00				
10	WFSB	09/07/12	09/07/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	---1--					1	\$600.00				
11	WFSB	09/04/12	09/06/12	Inside Edition	7pm - 7:30pm		:30			NM	3	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	-TWT---					3	\$1,200.00				
12	WFSB	09/07/12	09/07/12	Inside Edition	7pm - 7:30pm		:30			NM	1	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	---1--					1	\$425.00				
13	WFSB	09/04/12	09/06/12	Entertainment Tonight	7:30pm - 8pm		:30			NM	3	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	-TWT---					3	\$1,200.00				
14	WFSB	09/07/12	09/07/12	Entertainment Tonight	7:30pm - 8pm		:30			NM	1	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	---1--					1	\$425.00				
15	WFSB	09/04/12	09/06/12	Eyewitness News	5:30a - 6am		:30			NM	3	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	-TWT---					3	\$700.00				
16	WFSB	09/07/12	09/07/12	Eyewitness News	5:30a - 6am		:30			NM	1	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	---1--					1	\$250.00				
17	WFSB	09/04/12	09/06/12	Eyewitness News	11PM - 11:35PM		:30			NM	3	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	-TWT---					3	\$1,200.00				
18	WFSB	09/07/12	09/09/12	Eyewitness News	11PM - 11:35PM		:30			NM	3	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	---FSS					3	\$500.00				
19	WFSB	09/04/12	09/04/12	National Convention	10pm-11pm		:30			NM	1	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	-1-----					1	\$4,500.00				
20	WFSB	09/05/12	09/05/12	Criminal Minds	9pm - 10pm		:30			NM	1	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	--1-----					1	\$6,500.00				
21	WFSB	09/05/12	09/05/12	National Convention	10pm-11pm		:30			NM	1	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	--1-----					1	\$4,500.00				
22	WFSB	09/06/12	09/06/12	National Convention	10pm-11pm		:30			NM	1	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	---1---					1	\$4,500.00				
23	WFSB	09/07/12	09/07/12	CSI: Ny	9pm - 10pm		:30			NM	1	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	---1--					1	\$800.00				
24	WFSB	09/08/12	09/08/12	Eyewitness News Weekend	6am - 7am		:30			NM	2	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	----2-					2	\$350.00				
25	WFSB	09/08/12	09/08/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12											

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WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

Contract / Revision 491772 /	Alt Order # 06301258	
Contract Dates 09/04/12 - 09/10/12	Product L MCMAHON 4 SENATE	Estimate # 1294
Advertiser McMahon for Senate		Original Date / Revision 08/31/12 / 08/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week							
Week:		Week:		Week:								
N 26	WFSB	09/08/12	09/08/12	48 Hours Mystery	9pm - 10pm		:30			NM	2	\$1,400.00
		Start Date	End Date	Weekdays	Spots/Week							
Week:	09/03/12	09/09/12	-----1-		2							
		Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type		
1	WFSB	09/03/12-09/09/12	48 Hours Mystery	9pm - 10pm	-----Sa--	:30	\$700.00	NM				
				See MG 26.3,26.4								
2	WFSB	09/03/12-09/09/12	48 Hours Mystery	9pm - 10pm	-----Sa--	:30	\$700.00	NM				
				See MG 26.3,26.4								
3	WFSB	09/08/12-09/08/12	US Open Tennis	VARIOUS	-----Sa--	:30	\$700.00	NM				
④	MG	for 26.1,26.2										
4	WFSB	09/08/12-09/08/12	US Open Tennis	VARIOUS	-----Sa--	:30	\$700.00	NM				
④	MG	for 26.1,26.2										
27	WFSB	09/08/12	09/08/12	48 Hours Mystery	10pm - 11pm		:30			NM	2	\$1,400.00
		Start Date	End Date	Weekdays	Spots/Week							
Week:	09/03/12	09/09/12	-----2-		2							
28	WFSB	09/09/12	09/09/12	Face the Nation/ Face the St:	10:30am - 11:30am		:30			NM	1	\$350.00
		Start Date	End Date	Weekdays	Spots/Week							
Week:	09/03/12	09/09/12	-----1		1							
29	WFSB	09/09/12	09/09/12	Patriots Football	1:00pm - 7:00pm		:30			NM	3	\$19,500.00
		Start Date	End Date	Weekdays	Spots/Week							
Week:	09/03/12	09/09/12	-----3		3							
30	WFSB	09/09/12	09/09/12	60 Minutes	7pm - 8pm		:30			NM	1	\$7,200.00
		Start Date	End Date	Weekdays	Spots/Week							
Week:	09/03/12	09/09/12	-----1		1							
31	WFSB	09/09/12	09/09/12	Good Wife	9pm - 10pm		:30			NM	2	\$2,400.00
		Start Date	End Date	Weekdays	Spots/Week							
Week:	09/03/12	09/09/12	-----2		2							
32	WFSB	09/09/12	09/09/12	Mentalist	10pm - 11pm		:30			NM	2	\$2,400.00
		Start Date	End Date	Weekdays	Spots/Week							
Week:	09/03/12	09/09/12	-----2		2							
33	WFSB	09/10/12	09/10/12	Eyewitness News	6am - 6:30am		:30			NM	1	\$400.00
		Start Date	End Date	Weekdays	Spots/Week							
Week:	09/10/12	09/16/12	1-----		1							
34	WFSB	09/10/12	09/10/12	Eyewitness News	12pm - 12:30PM		:30			NM	1	\$600.00
		Start Date	End Date	Weekdays	Spots/Week							
Week:	09/10/12	09/16/12	1-----		1							
35	WFSB	09/10/12	09/10/12	Eyewitness News	5pm - 5:30pm		:30			NM	1	\$575.00
		Start Date	End Date	Weekdays	Spots/Week							
Week:	09/10/12	09/16/12	1-----		1							
36	WFSB	09/10/12	09/10/12	Eyewitness News	5:30pm - 6pm		:30			NM	1	\$1,500.00
		Start Date	End Date	Weekdays	Spots/Week							
Week:	09/10/12	09/16/12	1-----		1							
37	WFSB	09/10/12	09/10/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	\$2,100.00
		Start Date	End Date	Weekdays	Spots/Week							
Week:	09/10/12	09/16/12	1-----		1							
38	WFSB	09/10/12	09/10/12	Inside Edition	7pm - 7:30pm		:30			NM	1	\$500.00
		Start Date	End Date	Weekdays	Spots/Week							
Week:	09/10/12	09/16/12	1-----		1							

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Contract / Revision 491772 /	Alt Order # 06301258	
Contract Dates 09/04/12 - 09/10/12	Product L MCMAHON 4 SENATE	Estimate # 1294
Advertiser McMahon for Senate		Original Date / Revision 08/31/12 / 08/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Spots/ Week		Type	Spots	Amount
									Weekdays	Spots/Week			
39	WFSB	09/10/12	09/10/12	Entertainment Tonight	7:30pm - 8pm		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>			
		Week: 09/10/12	09/16/12	1-----				1		\$500.00			
40	WFSB	09/10/12	09/10/12	Eyewitness News	5:30a - 6am		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>			
		Week: 09/10/12	09/16/12	1-----				1		\$600.00			
41	WFSB	09/10/12	09/10/12	Eyewitness News	11PM - 11:35PM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>			
		Week: 09/10/12	09/16/12	1-----				1		\$500.00			
42	WFSB	09/10/12	09/10/12	Hawaii 5-0	10pm - 11pm		:30				NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>			
		Week: 09/10/12	09/16/12	2-----				2		\$1,500.00			

Totals

70 \$104,975.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/10/12	70	\$104,975.00	\$89,228.75
Totals	70	\$104,975.00	\$89,228.75

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.